

Marketing Analytics Consultant with Brightblue Consulting - London

Company Profile

Brightblue is a young, dynamic marketing ROI evaluation consultancy start-up. We set out to change the game in marketing analytics by offering a first class approach to marketing evaluation, blending the best modelling techniques, commercial understanding of the client's business with an accessible, transparent approach. We typically generate millions of pounds in extra savings for our marketing ROI projects.

The role

The role will be to produce outstanding marketing evaluation projects to our clients. This will include managing modelling projects, using R / Excel to build market leading models, presenting to clients, finalising models, interpreting them and helping to deliver improvements in profit to our clients.

As a start-up there's a big opportunity to get involved in the wider running of the business.

Requirements

The role will require the following attributes:

- Econometrics/Economics (with Econometrics) degree with 2.1 or higher
- At least 2 years commercial experience of market mix modelling
- Ability to explain complex modelling in a clear and simple manner
- Excellent knowledge of Excel and statistics packages, preferably R
- A team player with entrepreneurial drive

We are looking for a bright and personable consultant at the top of their game in the econometric modelling field.

Contact

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